

Neeli Bendapudi
1505 University Drive, Lawrence, KS 66044

I. EDUCATION

Ph. D. May 1994, University of Kansas

MBA. November 1985, Andhra University, India

BA. April 1983, Andhra University, India

II. ACADEMIC EXPERIENCE

Professor of Marketing, University of Kansas, 2011-present

Professor of Marketing, The Ohio State University, 2008-2011

Associate Professor of Marketing, The Ohio State University, 2002-2008

Assistant Professor of Marketing, The Ohio State University, 1996 - 2002

Assistant Professor of Marketing, Texas A&M University, 1994-1996

Highlights and Accomplishments

- Received department, college, university and national teaching awards.
- Received awards for undergraduate, graduate and executive education.
- Editorial review board member of premier journal in the field, Journal of Marketing, 1996-2005.
- Academic Council of the AMA, 2003-2006: one of 9 elected representatives of the 38,000 member strong American Marketing Association
- I was one of only five women full professors at the Fisher College of Business, OSU.
- Started an interdisciplinary research consortium and center, Institute for Managing Services, at The Ohio State University. (More on this in the next section)
- I have discussed business issues on many local radio and TV stations as well as live segments on CNBC and on NPR. My research has been featured in numerous media and popular press outlets including the New York Times.

2. Dean, School of Business, University of Kansas, 2011-2016.

a. Portfolio.

In this role, I had about 500 people reporting up to me and managed a budget of about \$25 million.

b. Highlights and Accomplishments

Turned around morale in a deeply divided school where the previous dean of over ten years was forced to step down because of student dissatisfaction over fiscal management.

- Increased undergraduate enrollment 62% from 1113 business majors to 1800.
- Improved undergraduate job placement on the day of graduation from 55% to 77%.
- Oversaw fundraising of \$198.6 million at the school of business, (from 2011-2017) including a privately-funded, award-winning Capitol Federal Hall, the new business school building. This is a record for the school.
- At the undergraduate level, introduced highly successful business school experience curriculum for freshmen and sophomores that led to near-perfect 4-year graduations.
- Introduced business communication center for professional oral and written communications. Expanded study-abroad opportunities.
- Revamped MBA program with innovative project based learning.
- MBA Recognized as #4 Best business schools for veterans.
- Featured in Poets and Quants for 2.1 to 1 salary to debt ratio for graduates.
<https://poetsandquants.com/2016/09/19/nobility-business-finding-right-fit-campus-university-kansas-school-business/>
- Introduced a Working professional MAcc degree.
- Introduced online Certificates and online MBA degree with 500 students in three years.
- Against the backdrop of unrest in Missouri and at KU, launched series of conversations around diversity, equity, and inclusion. Launched summer venture program to connect sophomore and junior students from underrepresented communities with the opportunities of a business education. Expanded the multicultural scholars program.
- Began weekly joint meetings with the faculty advisory committee (elected by faculty) and the administrative council (individuals appointed to administrative positions by the dean) to build trust. Combined the separate student and alumni committees on tuition use to enhance transparency. These efforts were to demonstrate a genuine commitment to shared governance and build trust.

3. Founding Director, Institute for Managing Services (IMS), Fisher College of Business, The Ohio State University, 2005-2011.

a. Portfolio.

Dean Joe Alutto tapped me when I was an assistant professor to lead the college's efforts to connect theory and practice in service management. I became the founding director of IMS and worked with faculty across all disciplines in the school and was the point person for connecting to industry partners. Member companies paid a yearly \$25k fee (except for OSU Med Center and OSU Athletics-the two OSU entities who paid a reduced amount) for access to the latest in faculty research, networking within a non-competing consortium, and interaction with our undergraduate and graduate students. Membership was limited to CEO's and their direct reports.

b. Highlights and Accomplishments

- Within five years, IMS grew to a membership base of 25 companies, including Fortune 100 companies Cardinal Health, Limited Brands and Nationwide Insurance.
- Launched an innovative first-year, Winter semester MBA internship.
- Launched a Specialized Masters in Business degree with Nationwide Insurance. The masters degree program became a gateway to many other executive education opportunities at other companies.
- Worked on highly-competitive executive education programs for national clients.
- After the success within the business school, I worked with then-CEO, Jerry Jurgensen and his leadership team to launch the Nationwide Center for Advanced Customer Insights and Analytics. This center connected faculty across the university with the seminal and more tactical challenges facing Nationwide and began with a commitment of over \$1 million a year. This center that we started in 2008 is now a joint business venture and continues to be a point of pride and significant revenue source at OSU.

IV. BUSINESS EXPERIENCE

1. Banking Roles

1. Executive Vice President and Chief Customer Officer (reporting to the CEO), Huntington National Bank, April 2007-December 2008.
2. Customer Experience Consultant, Huntington National Bank, January 2006-March 2007.

a. Highlights and Accomplishments

- Created, communicated, measured, and managed the customer service/brand platform for Huntington Bank.
- Responsible for smooth customer service during integration between Huntington and Sky banks. Responsible for all decisions regarding customer experience.
- Created an internal customer experience dashboard to complement external customer survey. Responsible for improving and rewarding customer service.
- Huntington held \$55 Billion in assets at the time and had about 12,000 associates. I was one of the few senior leaders to report to the CEO.

2. Current Business Boards

- Lancaster Colony Corporation Board of Directors, 2005-present. Market Cap of \$3.48 Billion
- MRI Global Board of Directors, 2015-present. A leading national, non-profit research organization with 2016 revenues of \$471 million

3. Previous Business Boards

- Privately held: Sheetz with annual revenues over \$6 Billion
- Privately held: Freight Quote sold for \$365 million
- Employee-owned: CTL Enterprises (annual revenues ~\$20 Million)

4. Past Consulting Clients

- Alliance Data Systems; Bell Helicopters; **Cardinal Health**; Cessna; Cintas; Convergys; Deloitte & Touche; Huntington Bank; HY Louie; Limited Brands; National Association of Convenience Stores; Nationwide Insurance; **NetJets**; Procter & Gamble; Teradata; Thomson Medstat; Yellow Roadways, Wendy's, among several others.

Sample Engagements

BNY Mellon—Engaged by then-EVP, Louis DiFranco, in 2009 to work on a year-long strategic planning process. Mr. DiFranco led the bank's business with Insurance and Investment Management (IMIG) firms globally.

NetJets. Multiple-year engagement to refine its service delivery. Helped gather customer feedback, and design service delivery training. Reported results to CEO, Mr. Santulli.

5. Other Significant Sector Experience

A. Armed Services.

- US Army—Helped shape Army University. General David Perkins (Four-star), Head of the US Army Training and Doctrine Command (TRADOC), General Bob Brown (Four-star), former Commandant General of the CGSC at Leavenworth, first President of Army University, and General Chris Hughes (Two-star), first Provost of Army University will attest to my role. Recognized for my efforts by KU Veterans.
- Assisted US Army leaders selected for Project Solarium with branding for the different branches of the military.
- Addressed the US military medical command at the invitation of Army Surgeon General and Commanding General of the US Army Medical Command, Dr. Patricia Horoho.
- Addressed leadership challenges on panels with senior US Army leaders.

B. Healthcare.

- Experience with the leadership challenges of both the education and the clinical sides of academic medicine.
- Worked with the Mayo Clinic (published bestseller for HBR based on this work).
- From 2000 to 2010, I worked closely with the deans of the Ohio State University Medical Center on organizational and leadership development. This work received wide attention within academic medical centers .
- Served on the Ohio State University (OSU) Health Plan governing board.
- Worked extensively with OSU Hospitals. Pete Geier, CEO of the OSU Health Systems and COO of the OSU Wexner Medical Health Center (2001-2015) will speak to the extensive collaborations. Mr. Les Wexner will also corroborate my work on patient experience at the James Cancer Center.
- At KU, I continued work with healthcare: launching the MD/MBA, and developing executive education for nurse managers and partnering with KU Hospital in the Center for Integrated Customer Experience in the School of Business.
- Cliff Illig (co-founder, interim CEO and board chair) of Cerner will speak to my role in helping to develop the psychographic segmentation system that Cerner now uses.

III. ADMINISTRATIVE EXPERIENCE

1. Provost and Executive Vice Chancellor, University of Kansas, 2016-present.

a. Portfolio.

In this role, 11,675 people, or 73% of the employees at the University of Kansas report up to me and I manage a budget of about \$ 698 million.

b. Academic Units.

I am responsible for selecting, mentoring, and supervising the Deans of the following units:

Architecture and Design	Business
Education	Engineering
Graduate Studies	Journalism
Libraries	Law
Liberal Arts & Sciences	Music
Pharmacy	Social Welfare

c. Administrative Units.

I am responsible for selecting, mentoring, and supervising the Vice Provosts and other heads of the following units:

Academic Affairs	Administration & Finance
Diversity, Equity & Inclusion	Enrollment Management
Faculty Development	Information Technology
Institutional Research & Planning	Institutional Opportunity and Access
Research	Policy
Student Affairs	University Ombuds
Undergraduate Studies	

d. Campuses.

I am responsible for the following campuses

Lawrence, KS	(Main campus)
Kansas City, KS	(Edwards campus. Targeted to working professionals)
Leavenworth, KS	(Targeted to Ft. Leavenworth and surrounding areas)
Hutchinson, KS	(Kansas Law Enforcement Training Center)

e. Additional roles

- Member, Board of Directors, Kansas Athletics, Inc. (KAI).
- Member of 3-person compensation committee of KAI with Chancellor and CFO.
- Chair, Board of Directors, KU Innovation and Collaboration (Tech Transfer and Economic Development)

f. Highlights and Accomplishments

- Oversaw the recruitment of the largest, most diverse, highest GPA freshman class at KU for 2017.
- Improved retention of freshmen students by 2% in one year (2016-2017), after an increase of 1% over a period of eight years.
- Led team to identify research themes for innovative, interdisciplinary, integrated science building.
- Helped KU secure significant NSA Lablet for Cybersecurity by building strong community, public, and private partnerships.
- Raised funds of \$14 million (one million annually for 14 years) for first-generation and Pell-grant students; Raised the highest dollar amounts for Provost discretionary funds through private giving.
- Fundraising is in process for a highly significant naming gift for a school.
- In the past year, hired two deans, three Vice Provosts, and the Ombuds. Of these, half are women and one-third are people of color.
- Restored positive relationships with University, faculty, staff, and student senates, after a period of growing conflict.
- Lobbied on behalf of KU with congressional delegation and senior legislative leaders.
- Built excellent relationships with leaders across the political spectrum
- Integrated orientation for domestic and international students
- Worked with leadership of Greek Life (IFC, PanHellenic, Council and National PanHellenic Council) to increase positive interactions and participation in university life.

V. CIVIC ENGAGEMENT

1. Civic Boards

Board member, Kansas State Works, 2012-Current

Co-chair, Globally Competitive Sectors, KC Rising, 2015-2016

Board member, Big Brothers, Big Sisters of Central Ohio (through May 2011)

2. Civic Honors And Recognitions

The Most Powerful Business Leaders in the Kansas City area, Ingram's Magazine, November 2016. "While the inaugural line-up in the Ingram's 250 is loaded with C-suite power players, sprinkled throughout are key executives from non-profit and public-sector settings, those whose day-to-day decisions go a long way toward influencing regional business."

Fifty Kansans You Should Know, 2016, Ingram's Magazine. "So the thought of picking a field of 50 accomplished, colorful and influential Kansans—and giving it a veneer of geographic representation—is a little like finding a needle in a wheat field."

Recognized by the **KU Veterans Alumni Network** with the 8th Honor Challenge Coin presented by the group. The first was given to Senator Bob Dole, the next five to the five living chancellors of KU, the seventh to Chester Naz, the last of the Navajo codetalkers, and I received the eighth.

Inducted into **KU Women's Hall of Fame, 2014**. "The Hall of Fame winners are exemplary KU alumnae, faculty and staff women, who through their significant contributions and achievements, overall impact and outstanding character, serve as role models for students as career women and community leaders

KC Business Journal. Recognized as Influential Woman of 2012. "An independent panel of Kansas City business and civic leaders selected the exclusive group based on dedication, personal growth, hard work and community involvement."

Women for Economic Leadership and Development, Calendar for 2007. Listed as one of 12 Women You Should Know in Central Ohio. Only academic to be selected for the honor in the group.

VI. LEADERSHIP COACHING

Fellow, **International Women's Forum Leadership Foundation**, 2007-2008. I was one of 27 women representing 18 countries selected across the globe for a one-year intensive leadership coaching. This included coursework at Harvard and Cambridge, an assigned business mentor, and continuing networking.

Member, **International Women's Forum**, 2009-present. Membership is by invitation.

VII. RESEARCH

1. Research Articles

N Bendapudi, R. Raggio and T. Shervani, (2010) "Readiness Assessment for Entering Service Markets," Featured in HBR blog, Is Mr. Clean Service Ready?

N Bendapudi (2010), R.E.A.Loyalty, Enterprise Loyalty, Issue 1, 2-5. Invited article.

N Bendapudi (2010), "Coproducting class participation," Talking about Teaching, 4, 42-46.

N Bendapudi and V Bendapudi (2009), "How to use Language that Employees Get," Harvard Business Review, September. Reprinted in US Airways in-flight magazine, October.

F Sanfilippo, N Bendapudi, A Rucci and L. Schlesinger (2008), "Strong Leadership Drives Culture and Performance Change," Academic Medicine, 83(9):845-854.

L Berry and N. Bendapudi (2007), "Healthcare: A Fertile Field for Service Research," Journal of Service Research, 10(2), 111-122.

N Bendapudi, L Berry, K Frey, J Parish, and W Rayburn, (2006), "Patients' Perspectives on Ideal Physician Behaviors," Mayo Clinic Proceedings, March 2006, pp. 338-344. (Lead article with editorial commentary)

N Bendapudi and V Bendapudi, "Creating the Living Brand (2005)," Harvard Business Review, (HBR Bestseller when published and till today)

T Donovan, X Fang, N Bendapudi and SN. Singh (2004), "Applying Interactional Psychology to Salesforce Management: a Socialization Illustration." Qualitative Market Research: An International Journal.

N Bendapudi and RP. Leone (2003), "Psychological Implications of Customer Participation in Coproduction," Journal of Marketing.

LL Berry and N Bendapudi, "Clueing in Customers (2003)," Harvard Business Review, February 2003. (HBR Bestseller when published and till today)

N Bendapudi and RP. Leone (2002), "Managing Business-to-Business Customer Relationships Following Key Contact Employee Turnover in a Vendor Firm," Journal of Marketing, April, 83-101.

N Bendapudi and RP Leone (2001), "How to Lose Your Star Performer, Without Losing Customers, too," Harvard Business Review, November, 104-115.

Bendapudi, Neeli (2000), "Points to Ponder for International Students Teaching in the U.S. Business Curriculum," Marketing Educator, 9(1).

G Allenby, N Bendapudi, RE. Burnkrant, L Fine, J Ginter, RP Leone, M Stiving, and HR Unnava (1999), "Market Segmentation in the 21st Century: Discrete Solutions to Continuous Problems," *Seoul Journal of Business*, 129-157.

N Bendapudi and LL. Berry (1997), "Customer Receptivity to Relationship Marketing," *Journal of Retailing*, 73(1), 15-37.

N Bendapudi , SN Singh and V Bendapudi (July 1996), "Enhancing Helping Behavior: An Integrative Framework for Promotion Planning," *Journal of Marketing*, 33-49.

SN Singh, SK Mishra, N Bendapudi and D Linville (1994), "Enhancing Memory of Television Commercials Through Message Spacing," *Journal of Marketing Research*, 31 (August), 384-392.

2. Proceedings and Presentations

Bendapudi, Neeli, "East meets West: A Philosophy of Teaching," November, 19, 2009, Dean's Distinguished Lecture on Teaching, Boston College, Boston, MA.

Bendapudi, Neeli, "Do you know your customer or do you know about your customer?" Marketing Science Institute, Customer Insights for Innovation, June 18- 19, 2009, Tampa, Florida.

Bendapudi, Neeli, "Whose Ideal Doctor?" AMA Winter Educators' Conference, Austin, TX February 2008.

Bendapudi, Neeli, "Teaching and Ethics," AMA Sheth Foundation, 40th Annual Doctoral Consortium, July 6-10, 2005.

Bendapudi, Neeli, Randy Raggio and Stephen Brown, "Value Pricing: Navigating the Free-to-Fee Transition for B2B Services," Penn State's Smeal College of Business "New Priorities and Challenges for Business-to-Business Marketers," August 5-6, 2004.

Bendapudi, Neeli, "Trends in Services Research," AMA Sheth Foundation, 39th Annual Doctoral Consortium, June 19, 2004, College Station, TX.

Bendapudi, Neeli, "B2B Services," QUIS 9 The 9th International Research Symposium on Service Excellence in Management , June 15-18, 2004, Karlstad, Sweden.

Bendapudi, Venkat, Neeli Bendapudi, and Deborah Ballam (2002), "Employee Responses to Psychological Contracts." Academy of Management Conference, Denver CO, August 9-14, 2002.

Bendapudi, Neeli and Robert P. Leone (2002), "Owning the Customer Relationship," Marketing Science Institute, Customer Relationship Management: Strategies and Company-wide Implementation, July 11-12, 2002, Fontainebleau, France.

Berry, Leonard L. and Neeli Bendapudi (2002), "Improving Healthcare Service," Plenary session presentation, QUIS8, Victoria, British Columbia, June 12, 2002.

Bendapudi, Neeli (2002), Psychological Implications of Customer Co-production, Arizona State University, March 20.

Bendapudi, Venkat, Neeli Bendapudi, and Deborah Ballam (2001), "Employee- Customer Relationships and Implications for Marketing Services." Abstract published in the proceedings of the 10th Annual AMA Frontiers in Services Conference, October 25-28, Bethesda, Maryland.

Bendapudi, Neeli and Robert P. Leone (2000), "Understanding and Managing Service- Provider versus Company Brand Equity: Managing the Relationship between the Service Company, the Service-Provider, and the Customer," MSI, Managing Customer Relationships, March 2-3, 2000, Charleston, SC.

Bendapudi, Neeli and Leonard L. Berry (1996), "Customers' Relational Competence in Service Relationships." Abstract published in the Proceedings of the Frontiers in Services Conference, Nashville, Tennessee, October 3-5.

Bendapudi, Neeli and Surendra N. Singh (1996), "Moods as Heuristics in Service Evaluations." Proceedings of the 1996 AMA Summer Marketing Educators' Conference, San Diego, California.

Bendapudi, Neeli and Leonard L. Berry (1996), "Customer Responsiveness to Relationship Marketing Efforts." Proceedings of Quality in Services Symposium(QUIS 5), Karlstad, Sweden, June 17-20.

Bendapudi, Neeli, Sanjay K. Mishra and Surendra N. Singh (1996), "Effects of Attachment Style on Marketing Phenomena: Theoretical Conceptualization and Preliminary Evidence," Proceedings of the 1996 AMA Winter Marketing Educators' Conference, Hilton Head, SC, February 4-6.

Bendapudi, Neeli and V. Parker Lessig (1996), "Customer Responses to Service Failure: What Happens When Things Go Wrong?" Proceedings of the 1996 AMA Winter Marketing Educators' Conference, Hilton Head, SC, February 4-6.

Bendapudi, Neeli and Leonard L. Berry (1995), "Customer Receptivity to Relationship Marketing Efforts," Abstracted in Proceedings of AMA Frontiers in Services Conference, Nashville, TN, October 5-7.

Bendapudi, Neeli and V. Parker Lessig (1994), "Next in Line: The Impact of Other Patrons on Customer Service Experiences," Abstracted in Proceedings of AMA Frontiers in Services Conference, Nashville, TN, October 6-8.

Bendapudi, Neeli and Surendra N. Singh (1994), "Effective Promotional Strategies for Charitable Organizations," Proceedings of the AMA Winter Educators' Conference, St. Petersburg, FL, February 19-22.

Bendapudi, Neeli and V. Parker Lessig (1993), "Who's to Blame When Things Go Wrong? An Investigation of Customer Attributions in Service Encounters," Abstracted in Proceedings of AMA Frontiers in Services Conference, Nashville, TN, October 21-23.

Bendapudi, Neeli and Surendra N. Singh (1993), "Promotional Strategies to Enhance Charitable Behavior: An Interactional Framework," Proceedings of the American Academy of Advertising, Montreal, Canada, April 16-19.

Singh, Surendra N., Mishra, Sanjay, Bendapudi, Neeli, and Denise Linville (1992), "Manipulating Message Spacing to Enhance Memory of Television Commercials in Older and Younger Adults," Marketing Science Institute Papers Series, November.

Bendapudi, Neeli and Surendra N. Singh (1992), "Conditions for the Use of Heuristics in Service Quality Judgments." Abstract published in the Proceedings of the Frontiers in Services Conference, Nashville, Tennessee, September 24-26.

Singh, Surendra N., Mishra, Sanjay, Bendapudi, Neeli, and Denise Linville (1992), "Using Encoding Variability Theory to Enhance Memory for Television Commercials Among Older Adults." Abstract published in the Proceedings of the Marketing Science Conference, London, England, July 11-16.

Bendapudi, Neeli (1992), "A New Conceptualization of Service Quality," Proceedings of the First Annual Nebraska Doctoral Symposium, Lincoln, Nebraska, April 9-11. (Non- Refereed).

3. Chapters In Edited Books

LL Berry and N Bendapudi, "Clueing in Customers," Harvard Business Review, reprinted in Ettinger/Feldman, Textbook of Veterinary Internal Medicine, Elsevier Press, 6th Edition, 2004, 2009.

LL Berry and N Bendapudi, "Clueing in Customers," Harvard Business Review, reprinted in HBR on Managing Healthcare, Harvard Business Press, 2007.

N Bendapudi and M Stobart (2008), "Services Research Collaborations: Beyond the Ivory Tower," pp. 169-174, in Services Science, Management, and Engineering, Springer, 2008.

4. Research Honors And Awards

a. Honors

Richard D. Irwin Doctoral Dissertation Fellowship (1993-1994) (Awarded to dissertators in a nationwide competition).

University of Kansas Graduate School Dissertation Fellowship (1993-1994) (One of five awarded to dissertators in a university-wide competition)

Junior Research Fellow, University Grants Commission, India (1985)

b. Grants

The Ford Motor Company Competitive Research Grant (1999-2001) for project entitled "Cross-cultural perceptions of Fairness in Judging Service Quality," with Professor Jerald Greenberg.

Ohio State University Fisher College of Business Dean's Competitive Summer Grant (2000) for project entitled "Owning the Customer Relationship."

Ohio State University Fisher College of Business Dean's Competitive Summer Grant (1999) for project entitled "Customer Perceptions of Service Company versus Service- provider Equity."

Ohio State University Small Grant (1998-1999) for project entitled "Customer Responses to Coproduction" with Professor Robert P. Leone.

University of Kansas General Research Fund (1994) awarded for project entitled "Next in Line: The Impact of Other Patrons on Customer Service Experiences." With V. Parker Lessig.

University of Kansas General Research Fund (1993) awarded for project entitled "Who's to Blame When Things Go Wrong? An Investigation of Customer Attributions in Service Encounters." With V. Parker Lessig.

Marketing Science Institute Research Grant (1992) awarded for project entitled "Altering Message Spacing to Enhance the Memory of Television Commercials." With Surendra N. Singh, Sanjay K. Mishra, and Denise Linville.

University of Kansas School of Business Summer Research Competition Award (1992) for project entitled "Promotional Strategies to Enhance Volunteering and Giving." With Surendra N. Singh.

University of Kansas School of Business Summer Research Competition Award (1991), for project entitled "Message Spacing and Advertising Effectiveness." With S. Singh.

IX. TEACHING

1. Portfolio

Undergraduate level. Principles of Marketing Marketing Research Managerial Marketing
Promotional Strategies Services Marketing

MBA level. Core Marketing Management Services Marketing

Ph.D. level Seminar on Marketing Strategy

Executive Education. Through the Fisher College of Business, I conducted workshops or made presentations to business groups such as AEP, Cardinal Health, FBI Crime Labs, Huntington Bank, Limited Brands, Nationwide, OCLC, and Textron, among others. I have also worked with American Import Auto Dealers Association, the National Association of Convenience Stores, OXXO FEMSA, Radici, Mayo Clinic, Worthington Industries, and Yellow Roadways among many others. Please see significant executive education opportunities I created under the Service Activities discussion.

2. Teaching Honors And Awards

A. National Recognition

Academy of Marketing Science Outstanding Marketing Teacher Award, 2003

B. City level Recognition

Selected as Columbus American Marketing Association Marketing Educator of the Year, 2006

C. University Level Recognition.

University Distinguished Teaching Assistant Award, University of Kansas, 1993.

Faculty honoree at the SPHINX and Mortar Board Senior Faculty/Staff Recognition Reception, Ohio State University (university-wide recognition)— 1997, 1998

Faculty invitee to The President's Salute to Undergraduate Achievement, 2000, 2001 Alumni Distinguished Teaching Award, 2001. This is the highest teaching award at The Ohio State University.

Featured speaker in recruiting events for admitted Honors and Scholars, Scarlet and Gray Honors Days, multiple years

Faculty Speaker, Ohio State University Convocation, 2005

D. College Level Recognition.

Pace Setters Undergraduate Teaching Award, Fisher College of Business, The Ohio State University, 1998.

MBA Outstanding Elective Professor Award, 2000 MBA Outstanding Elective Professor Award, 2001 Outstanding EMBA Professor Award, 2005 MBA Best Core Professor Award, 2005

MBA Outstanding Elective Professor Award, 2006 MBA Outstanding Elective Professor Award, 2007 MBA Outstanding Elective Professor Award, 2009

E. Department Level Recognition.

James Ginter Outstanding Marketing Professor Award, 2009

OSU American Marketing Association Marketing Professor of the Year Award, Fisher College of Business, Ohio State University, 1999.

OSU American Marketing Association Marketing Professor of the Year Award, Fisher College of Business, Ohio State University, 1998.

3. Teaching Grants

Fisher College Arthur Innovation Grant with Professors Fine and Leone for development of executive education program on Sports and Events Marketing, 2001

William and Mary Ann Arthur Innovation Fund To Support Teaching Related To The Service Sector Of The Economy, The Ohio State University, 1999.

X. SERVICE ACTIVITIES WITHIN UNIVERSITY, COLLEGE AND PROFESSION

1. Committees

Chaired university search committees at the University of Kansas

Member, Board of Trustees, KUCR, KU Center for Research, Inc. (2012-2017)

Council on Academic Affairs, The Ohio State University, 2008- 2010.

MBA Policy Committee, Fisher College, 2009-2011 Executive committee of Fisher College, 2004-2006

Peer review of Teaching Effectiveness, 2003-2005

Salary appeals committee of Fisher College, 2003-2005

OSU Faculty Students Admissions Appeals Committee, 2004-Winter 2007.

Executive Council of the Academy of Teaching, 2002-2005. Selected from winners of the Distinguishes Teaching award.

Alumni Distinguished Teaching Award Selection Committee, 2001-2004.

TA Orientation Advisory Committee, Office of Faculty and TA Development, OSU,

2000 International TA Orientation Advisory Committee, Office of Faculty and TA Development, OSU, 1999

Executive Director, The Initiative for Managing Services, Fisher College, 2005-2011

2. Reviewing Activities.

Journals Member, Editorial Review Board, Journal of Marketing, 1996-2005

Ad hoc Reviewer, Academy of Management Review Ad hoc Reviewer, Journal of the Academy of Marketing Science Ad hoc Reviewer, Journal of Advertising Ad hoc Reviewer, Journal of Business and Industrial Marketing Ad hoc Reviewer, Journal of Economic Psychology Ad hoc Reviewer, Journal of Consumer Research Ad hoc Reviewer, Industrial Marketing Management Ad hoc Reviewer, Journal of Marketing, 1994-1996 Ad hoc Reviewer, Journal of Marketing Research Ad hoc Reviewer, Psychology and Marketing Ad hoc Reviewer, Journal of Retailing

Conferences Reviewer for the AMA Summer Educators' Conference (several years) Reviewer for the AMA Winter Marketing Educators' Conference (several years) Reviewer for the Southern Marketing Association (several years) Reviewer for the Academy of Marketing Science Conference (several years)

3. Offices held and other services to professional societies.

Co-chair, Frontiers in Services June 30-July 2, 2011, Columbus, OH

Academic Council of the AMA, 2003-2006: one of 9 elected representatives of the 38,000 member strong American Marketing Association

Reviewer, AMA Doctoral Dissertation Competition, Multiple years

Track Chair, AMA Educators' conferences, Multiple years.

Chair, Services Doctoral Consortium, AMA Frontiers in Services Conference, 1999,1998

Panelist and presenter, AMA conferences, Multiple years

4. Mentoring activities

Faculty mentor, Minority Retention Services, OSU Minority services program, Multiple years.

PROFESSIONAL ASSOCIATIONS

American Marketing Association

Association for Consumer Research

International Women's Forum

National Association of Corporate Directors

Women Corporate Directors

REFERENCES

Available upon request